

The International Trade Division  
of Community Trade and  
Economic Development (CTED)  
will promote your company  
products and services through:

- Setting up one-on-one meetings with customers.
- Allowing you time to make connections with customers while we staff the Washington State Pavilion.
- Providing an attractive Washington State Pavilion.
- Setting up media and public relations opportunities both in US and Europe. Before and after the show
- Helping you plan your trip itinerary.
- Making introductions to Washington State International European Trade Representatives



We look forward to  
working for you at the  
Farnborough Airshow!  
For more information  
on this opportunity  
please call or email:

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STATE OF WASHINGTON  
DEPARTMENT OF COMMUNITY,  
TRADE AND ECONOMIC DEVELOPMENT



Let us help your  
International  
Marketing & Sales  
take off at  
Farnborough  
International Airshow  
July 17-23, 2006  
Farnborough, UK

Washington State Pavilion Sponsored by



STATE OF WASHINGTON  
DEPARTMENT OF COMMUNITY,  
TRADE AND ECONOMIC DEVELOPMENT





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Would you like: the opportunity to reach more than 150,000 potential customers like Boeing, EADS, Airbus, Fokker Elmo, SAFRAN, Zodiac . . .

Did you know: Exhibitors in the Washington State Pavilion at the 2005 Paris Air Show achieved more than \$9,000,000 in sales of services and products.

### Farnborough International Airshow Results for 2004:

- 1,360 exhibitors from 32 countries
- 36 national pavilions
- \$21 billion of orders announced
- 1,800 Accredited international media
- 250,000 visitors
- 113 aircraft in static/flying displays
- 1.6 m sq feet of show space

## Washington Pavilion Packages

### EXECUTIVE CATALOGUE OPTION (ECO) : \$3,000

This option allows you to display a graphics panel and product literature in the shared space. The ECO package also requires an individual from the company to attend during a portion of the trade only days. CTED staff will manage the pavilion.

### EXECUTIVE CATALOGUE OPTION PLUS : \$3,500

This option is similar to the ECO, except it provides an additional small space for table top space.

### EXHIBIT BOOTH DISPLAY

Full (9 sq. m.) and Half (4.5 sq. m.) exhibit booth options: \$6,000 and \$12,000: These options allow for the exhibitor to design their own space usage contingent with the Washington State Pavilion

Additional booth space is available on request in increments of 3 sq. m., at \$4,000 per increment.

Additional participation costs: Past experience has shown that the cost per person including (hotel and per diem), poster production and shipping to be between \$3,000-\$5,000. These costs vary depending on mode, duration and level of accommodations. This estimate is for basic planning purposes only.

## Our Commitment

Washington State Department of Community, Trade and Economic Development (CTED), with the support of the Pacific Northwest Aerospace Alliance (PNAA), are leading the effort to market Washington State companies at the Farnborough Airshow.

Our objectives are:

- To give your company an opportunity to market your products and services to the world 's aerospace industry at a cost you can afford.
- To continue to promote Washington State as the center of the World 's largest concentration of Aerospace companies.
- To serve as a continuing resource to the industry.

